CAMBRIDGE SITUATION ANALYSIS

- **PM-USA WANTS TO AVOID THE USE OF ON-CARTON COUPONS**
  - REEMERGENCE OF DORAL, GPC, AND MONTCLAIR COUPONING
- **FSF PRIORITY - MARLBORO AND BASIC**
- **RELATIONSHIP BUILDING HAS BECOME COMMON... SATURATION OF CONTINUITY ITEMS**
- **CURRENT CONTINUITY EFFORTS LACKS UNIQUENESS**

Source: https://www.industrydocuments.ucsf.edu/docs/yhby0004